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CIO magazine honors directorate's web site

by Francis L. Crumb, Information directorate

ROME, N.Y. — The Air Force Research Laboratory Information directorate was selected as a recipient of the third annual "CIO Web Business 50/50 Award" sponsored by *CIO* magazine.

Each year, the magazine recognizes 50 Internet and 50 intranet/extranet sites "that go beyond customary web commerce practices to deliver outstanding business value." The award program distinguishes organizations around the world that have taken a distinctive approach toward the use of the Internet or intranet in their business.

The Information directorate's Internet site, <http://www.if.afrl.af.mil>, was one of five public sector sites selected for recognition in the Internet category. It was the only Department of Defense site honored — and one of only two sites selected from the federal government.

"This year's winners show that more and more operational capability, direct customer contact and bottom-line business value is migrating to the web," said Lew McCreary, CIO editorial director. "It's impossible to ignore the depth of the transformation that is occurring in enterprises of every shape and size."

Winners were selected by a panel of *CIO* magazine editors, writers, art designers and web development experts. The panel of judges evaluates hundreds of nominated sites for their ability to use innovative web techniques to deliver greater business value. In particular, the panel focused on finding sites that successfully integrate creative design and high-quality technical attributes.

The Information directorate's Internet site is designed to give virtual visitors to the AFRL Rome Research Site an informed overview of the directorate's research and development mission of exploring, building, exploiting and brokering the science and technology associated with meeting America's aerospace information technology needs for the 21st century.

"Rome scientists and engineers have been on the cutting edge of Internet development since its infancy two decades ago," said Raymond P. Urtz, director of the Information directorate. "I am proud of this recognition by *CIO* magazine and its reaffirmation that we remain in the forefront of this major area of information technology leading into the 21st century."

The directorate's Internet site is a collaborative effort among Rome's technical and support personnel, both government and contractor. Technical management of the site is the responsibility of the Communications and Computer Systems branch of the directorate's Site Operations division.

CIO magazine, published by CIO Communications Inc. of Boston, Mass., was formed in 1987 to help chief information officers, information technology executives and other senior management executives succeed in their enterprises through the use of information technology. The 1999 CIO Web Business 50/50 Awards will be featured in the July issue of *CIO* and on the magazine's Internet site: <http://www.cio.com>. @